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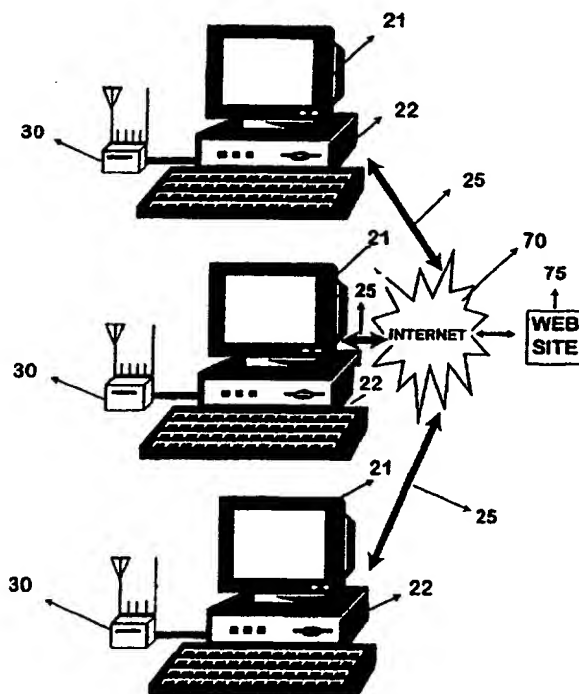
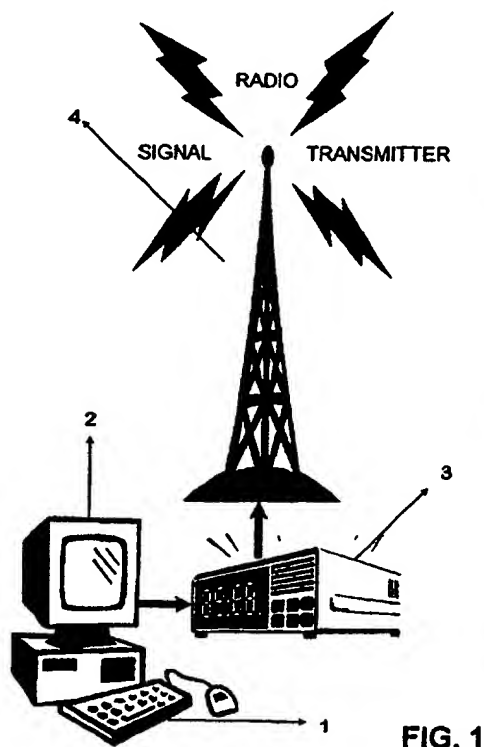
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(54) Abstract Title

**Transmission of web address data in a radio frequency signal**

(57) A predetermined web site address is embedded in a transmitted radio frequency signal which is subsequently received, decoded and forwarded to a computer to provide access to the site via the internet. The radio frequency signal may be a broadcast television or radio programme received from a satellite, the internet or cable. The arrangement allows easier access to a web site referred to in a programme. A smart card may be provided to access the site address data.



GB 2 356 319 A